



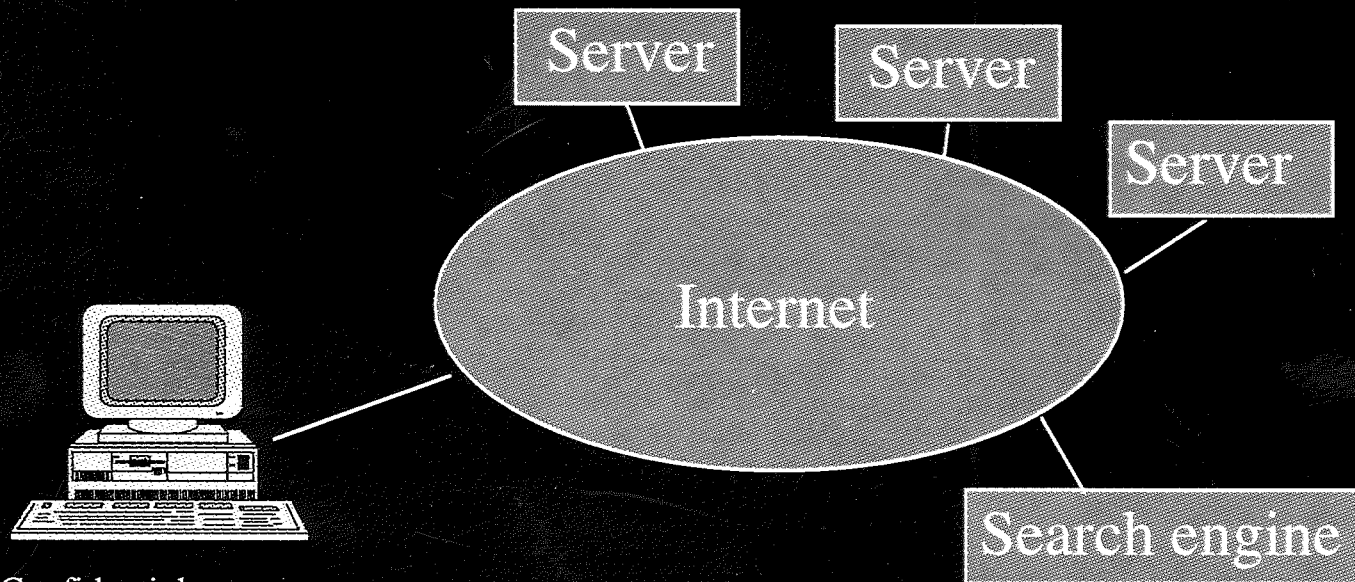
The Internet Companion Company

June 19, 1996

Company Confidential

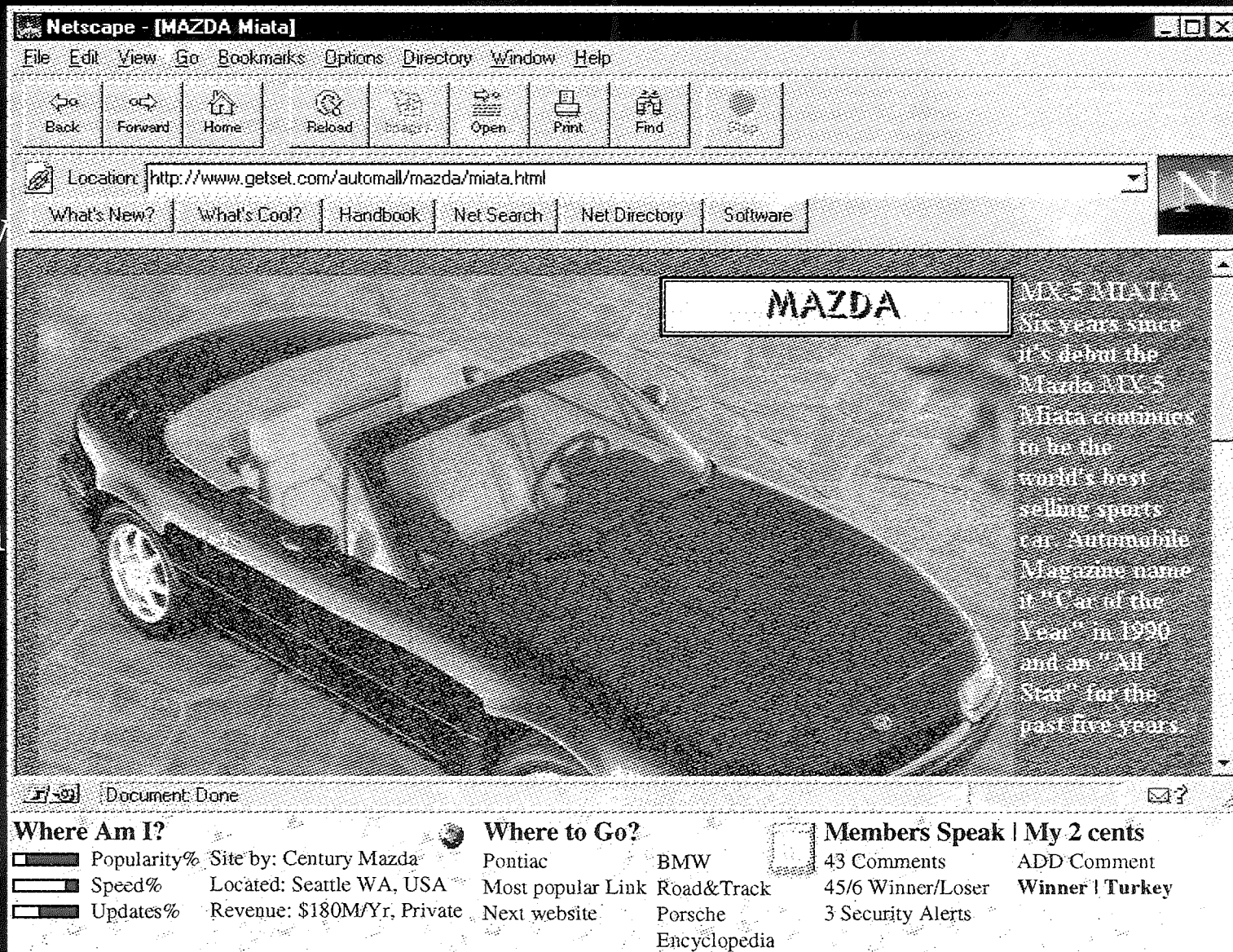
Internet Problems

- ♦ World Wide Wait: Speed
- ♦ Server down, document gone: Reliability
- ♦ Where am I?: Lost in Cyberspace
- ♦ Where should I go?: Navigation



Our Solution: Internet Companion

- ◆ Personal
- ◆ Interactive
- ◆ Reliable
- ◆ Fast
- ◆ Guardian



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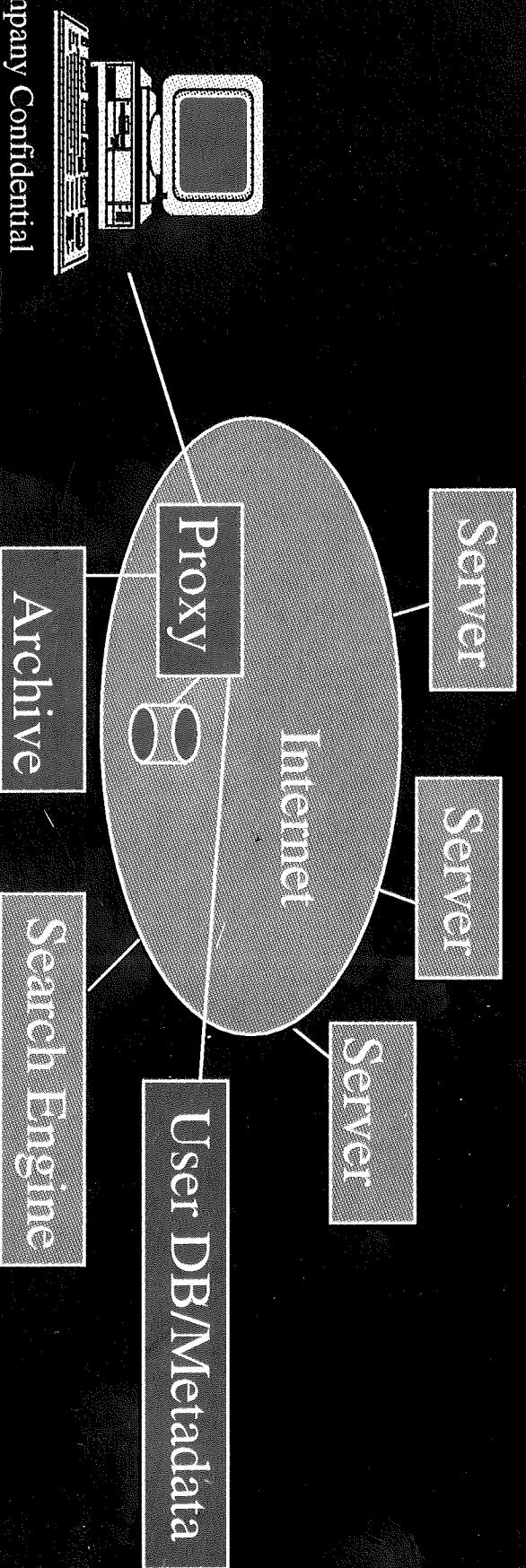
Consumer Reports

Navigation

Community

Architecture for the Companion

- ♦ Java enabled client program
- ♦ Proxy service for caching and User handling
- ♦ Archive for reliability
- ♦ User DB and Metadata server for Navigation



Strategy for Growth:

Aggressively build a Brand

- ♦ Attract user base and press with Consumer features and fun (ala Pointcast)
- ♦ Then distribute through large ISP's to gain ubiquity (ala Netscape, Yahoo)
- ♦ Add features to build community: email, chat, NC's
- ♦ User retention through personalization and new features
- ♦ Resulting in a durable Brand in a new Category

Development plan

- ♦ Design & Archive: Q1-3'96
- ♦ Build then Launch: -Q1'97
- ♦ Mktg., scale, partner, adv. features: ad rev -Q3'97
- ♦ Int'l partners, IPO: ad rev, demographics rev - Q1'98
- ♦ Growth & Launch Subscription Service '98

Team

- ♦ President: Brewster Kahle
 - Internet Pioneer and Entrepreneur
 - Built WAIS Inc. and sold it in 1995 to AOL
 - Profitable, tripled each year, bootstrap
- ♦ General Manager, VP Mktg: Bruce Gilliat
 - Solid manager with Sales and Marketing bkgnd
 - VP Sales and Mktg. at WAIS Inc: responsible for predictable revenues and growth from \$1-4M in 1 year.
- ♦ Hires next 12 mo.: CFO, CEO, VP Eng, VP Mktg

Risks

- ♦ Competition
- ♦ Market
- ♦ Team
- ♦ Finance

Conclusion: Internet Companion

- ♦ Yahoo meets Java
- ♦ Online services meets the Internet

Your Internet Companion makes the Internet understandable and reliable.